



CONSUMERS' ATTITUDE TOWARDS MARKETING IN MADHYA PRADESH TOURISM

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ABSTRACT

An attitude is a persons' lasting favorable or unfavorable evaluation, emotional feelings and action tendencies towards some object or idea. People have attitudes on almost everything. Attitudes put people into frame of mind: liking or disliking an object, moving towards or away from it. Attitudes lead people to behave in a fairly consistent way towards similar objects. The present study is an attempt to study the consumers' attitude on the bases of their gender, and their educational levels. The respondents are the tourists visiting the state of Madhya Pradesh. The study is focused on Consumers' attitude towards marketing in tourism industry in Madhya Pradesh. The state is a world famous tourist's destination having so much market potentials.

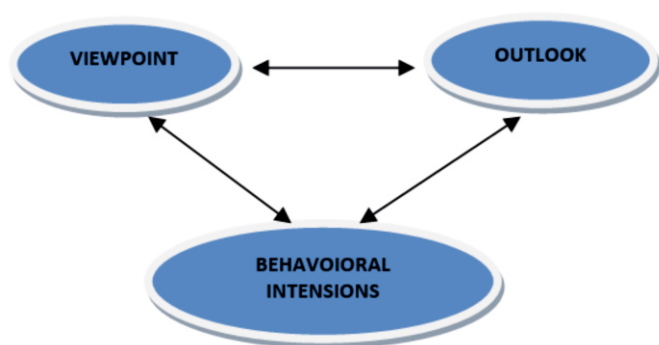
KEYWORDS: Attitude, Consumer, Marketing, Madhya Pradesh, Tourists, Gender, Education.

INTRODUCTION:

The study of Consumer Behavior helps to improve marketing strategies by understanding issues

- The psychology of how consumers believe, undergo, motive, and select between different alternatives.
- The psychology of how the consumer is affected by his or her environment.
- It is the study of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Consumers' attitude is a mixer of



The study of consumers' attitude is one of the most important parts in consumer behavior. Consumer attitudes are a compound of a consumers' (1) viewpoint about, (2) outlook about, (3) and behavioral intentions toward some object--within the framework of marketing. These components are viewed together since they are highly mutually dependent and together represent forces that persuade how the consumer will react to the object.

REVIEW OF LITERATURE:

Anamaria & Maria-Cristina (2013), from Romania has undergone the psychological factors of human being and studied about the perception part and has given a remarkable results. The authors added in their work about the current economic environment, they added innovation is considered critical by the majority of tourism companies that are increasingly willing to spend more to become more innovative. This tendency is visible in all segments of the tourism value

chain: accommodation services, transportation, intermediaries, travel agencies and tour operators, as well as entertainment and leisure facilities.

Manaktola & Jauhari (2007), the researchers in the study entreat to discover the factors which influence the consumer attitude and behavior towards green practices in the lodging industry in India and also to explore the consumers' intentions to pay for these practices. For the research quantitative and qualitative methodology was undertaken and a questionnaire along with secondary research has been proposed. A structured questionnaire has been used using convenience-sampling techniques from National Capital Region in India. Correlation and factor analysis has been used to explore consumers' attitudes and behavior towards green practices in the lodging industry. The author concluded that the consumers using hotel services are conscious about environmentally friendly practices in India. Research Methodology

Objective of the study

1. To study the consumers' attitude towards Marketing in Tourism Industry in Madhya Pradesh.

Hypotheses of the study

- H₀₁** There is no significant difference in the attitude of the tourists towards marketing innovations in tourism industry w.r.t their gender.
- H₀₂** There is no significant difference in the attitude of the tourists towards marketing innovations in tourism industry w.r.t their qualification.

Sampling

The study constitutes a total number of 300 respondents in which 174 males, 126 females. Area sampling in first stage, the most visited Tourist Destinations in Madhya Pradesh were selected. In the II stage, the sample was drawn on the bases of stratified sampling method. The Strata is divided on the bases of gender of the respondents. T-test and ANOVA were used to test the formulated null hypotheses.

- H₀₁** There is no significant difference in the attitude of the tourists towards marketing in tourism industry w.r.t their gender.

Table NO.(viii) Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Consumer's Attitude	Male	174	3.4224	.60414	.04580
	Female	126	3.3484	.49554	.04415

Table NO.(ix) Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Consumer's Attitude	Equal variances assumed	3.476	.063	1.127	298	.261	.07400	.06564	-.05518	.20318
	Equal variances not assumed			1.163	293.346	.246	.07400	.06361	-.05119	.19919

The mean scores of independent samples of 174 male tourists and 126 female tourists are found to be (3.4224 and 3.3484) from the above table no.(viii) respectively, which indicates that attitude of male tourists is slightly more (3.4224) than female tourists (3.3484), to test whether they indicate difference is significant or not, therefore t-test was applied on table no.(ix) which indicates that above mean scores differ significantly at $p > 0.05$ level ($p = .261$). Also the calculated value of

$t = 1.127$ is less than the tabulated value (1.960) at 0.05 level of significance. Therefore, null hypothesis is accepted.

H₀₂ There is no significant difference in the attitude of the tourists towards marketing in tourism industry w.r.t their qualification.

Table NO.(x) Descriptives

Consumer's Attitude								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
SSC-HSC	28	3.3179	.49744	.09401	3.1250	3.5107	2.50	4.40
Graduate	96	3.4333	.57265	.05845	3.3173	3.5494	1.90	4.50
Post graduate	176	3.3801	.56599	.04266	3.2959	3.4643	1.00	4.30
Total	300	3.3913	.56140	.03241	3.3275	3.4551	1.00	4.50

Table NO.(xi) Test of Homogeneity of Variances

Consumer's Attitude			
Levene Statistic	df1	df2	Sig.
.506	2	297	.603

In the above table the level of significance is 5%, Degree of Freedom $v_1 = 4$, $v_2 = 295$, so Tabulated value = 3.09.

Table NO.(xii) ANOVA

Consumer's Attitude					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.343	2	.171	.542	.582
Within Groups	93.895	297	.316		
Total	94.237	299			

The mean scores of independent sample are SSC-HSC-28, Graduate- 96, and Post-Graduate-176 respectively are found to be (3.3179, 3.4333, 3.3801) from the above table no.(x) respectively. Which indicates that attitude of tourists qualification wise is slightly different and highest is graduation level (3.4333), to test whether they indicate difference is significant or not, therefore ANOVA was applied on table no.(xii) which indicates that above mean scores differ insignificantly at $p > .05$ level ($p = .582$). Also the calculated value .542 is less than the tabulated value (3.09) at 0.05 level of significance. Therefore, null hypothesis is accepted.

FINDINGS:

- The results for the hypothesis testing (H_{01}) for independent sample t-Test shows that there is no significant difference in the attitude of Tourists towards marketing in Tourism industry w.r.t. gender as the mean scores (3.4224 and 3.3484) for male and female Tourists, do not differ significantly.
- The results for the hypothesis testing (H_{02}) for 3 variables one way ANOVA shows that there is no significant difference in the attitude of Tourists towards marketing in Tourism industry w.r.t qualification as the mean scores (3.3179, 3.4333, 3.3801). The independent samples are SSC-HSC-28, Graduate- 96, and Post-Graduate-176 respectively, do not differ significantly.

CONCLUSION:

Marketing are appreciated by both male and female tourists. In fact, Tourists of all educational level are influenced by marketing innovation in tourism industry. Hence, it can be said that Madhya Pradesh tourism is going far better. The industry with the tag line "Hindustan ka dil dekho" is developing and growing day by day.

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